

- 26) **Establish partnerships or alliances with companies that provide (or plan to offer) information in forms accessible to people with disabilities.**

Pacific Bell is in a position to influence the way information is provided over its broadband facilities; for example, by encouraging content providers to offer "captioning" and "audio descriptioning" as part of their product offerings.

This will have the effect of serving people who need alternative formats when receiving visual or spoken information, as well as demonstrating added value that can enlarge the market to many more users — those "unintended" beneficiaries of the improvements designed for people with disabilities.

**Company Response:**

Pacific Bell will actively work with hardware and software suppliers to develop their products so that customers with disabilities can use adaptive technologies, where necessary, to make information accessible. By providing market information and incorporating universal design principles into data provided to broadband content providers, Pacific Bell will send a strong message that information provided in accessible formats mean more customers.

# APPENDIX

## Sample Filter Questions by Disability

### Hard of Hearing

- How does someone who has a hearing difficulty use this product?
- Will it work with an amplifier?
- Will it work with a hearing aid?
- Is there audible signaling involved that can be converted to visual or tactile signals?
- Are there ways I can design this product to increase hard of hearing customers' use of this product?

### Deaf

- How does a person who cannot hear use this product?
- Is there audible signaling involved that can be converted to visual or tactile signals?
- Can this product be used with a Telecommunications Device for the Deaf?
  - ❖ Will the product respond to Baudot tones?
  - ❖ Will prompts be available in Baudot tones?
  - ❖ Can a customer use this service when calling via the California Relay Service?
- Can I design this product to increase deaf people's use of the product?

### Mobility

- How does a person with limited mobility use this product?
- Is the product easy to pick up and hold?
- Can the product be used with voice activation?
- Are buttons spaced far enough apart so people with fine motor control difficulties can press them?
- Is there adequate time allowed for these customers to respond to prompts?
- Are there ways I can design the product to make it more usable by people with mobility impairments?

### Vision

- How does a person with limited or no vision use this product?
- Are visual displays/prompts provided in an audible format?
- Are buttons raised so customers can feel them instead of having to see them?
- Is printed material provided in alternate formats (large print, audio text, Braille)?
- How can I design this product so that customers with limited vision can easily use it?

## Speech

- How can a person who stutters or has difficulty speaking use this product?
- If voice activation is used, can the system recognize the speech of these customers?
- Is there adequate time allowed for these customers to respond to prompts?
- Are there ways I can design the product to make it more usable by these customers?

## Quotes from AGPD Members

### **Sheila Conlon-Mentkowski**

Project Director, CATS Initiative,  
Department of Rehabilitation

"The PacBell AGPD is a shining model for what I would like to see emulated and carried out in other sectors of the business communities. Such partnerships will also ensure staunch allies in the currently unfolding information revolution which will ultimately change and rewrite the 1934 Communications Act and other telecommunications legislation."



### **John L. Darby**

Executive Director Emeritus, Hearing  
Society for the Bay Area, Inc.

"Communication is the principal basis for establishing and maintaining interpersonal relationships.

Telecommunications can enhance or impede interpersonal communication.

By increasing access to the telecommunications system, communication for all will be improved."



### **Gordon Fuller**

CEO, S3D Corporation

"Our response to the challenge posed by disability will impact the quality of life for millions of current and future customers. History will judge our actions in the light of a future marked by an aging U.S. population. We must lead the world with products and services emphasizing universal design to reap the rewards of improved performance and enhanced competitiveness."



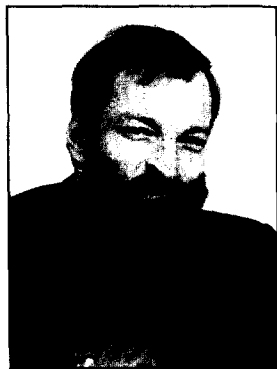
## Quotes from AGPD Members



**Stephen Hofmann**

Project Coordinator, Transitions Department, West Contra Costa Junior High School District

"Where will the birds rest when all of the telephone wires are buried? People with or without disabilities are in the same predicament. As technology displaces the beauty of nature for the speed and efficiency of human society, we as a people lose. We sacrifice our humanity for progress. Pacific Bell has the rare opportunity and privilege to ensure that by enhancing telecommunications for all people, we as a society can work together efficiently and productively, but also with kindness, compassion and above all, respect for each others differences."



**Neil Jacobson**

Vice President, Corporate Systems  
Architect, Wells Fargo Bank

"Telecommunication services must be accessible to all people. By adopting universal design principles, Pacific Bell will expand its market-base to include all people with disabilities. Now is the time to ensure that tomorrow's services are truly enablers for people - not barriers."



**June Isaacson Kailes**

Disability Policy Consultant

"A product which is universally designed represents **increased sales** and an **increased market share**. A positive attitude toward accessibility is a cost effective attitude because:

- ❖ It is logical and practical.
- ❖ It "includes" instead of "excludes."
- ❖ It increases customer convenience.
- ❖ It contributes to the economic base.
- ❖ It helps a business remain responsive and competitive."

## Quotes from AGPD Members

### Deborah Kaplan

Vice President, World Institute on Disability

"Pacific Bell has distinguished itself in the telecom industry by taking people with disabilities seriously as a market.

This is especially noteworthy since current legislation (likely to pass in the 1994 session) will mandate a similar approach. Pacific is now poised to be a model."



57

### Helen Sloss Luey

Project Director and Coordinator of Social Services, Hearing Society for the Bay Area, Inc.

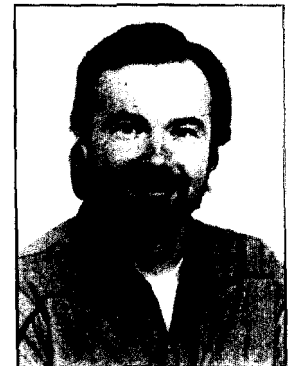
"Many people today feel like foreigners in the culture of technology. As people age, they face increasing barriers in using modern equipment: lack of comfort and familiarity with computers, age-related disabilities, and dwindling economic resources. My concern is that the opportunities created by advances in telecommunications remain within reach of people of all income levels and all levels of technological sophistication."



### Chuck McAvoy

Co-Chair, Bell Employees for Adaptability, Pacific Bell

"I am honored to have been selected to serve on this Advisory Group. I am extremely pleased to be part of a company that is taking a leading role in including people with disabilities in the telecommunications revolution. I personally feel that Pacific Bell will be an industry leader in accessible product design, proving by example that universal design is the right thing to do as well as being profitable."



## Quotes from AGPD Members

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### **Sheri Farinha Mutti**

Executive Director, NorCal Center on Deafness

"Access to telecommunications is a critical component in accessibility. The deaf community has demonstrated how improved access (through CRS, TDD Distribution programs, etc.) can level the playing field. The AGPD recommendations, and the company's response will be a model for accessible telecommunications. I look forward to seeing ever increasing access to the network."



### **Susan Palmer**

Special Education Instructor, Visually Impaired, Alum Rock Unified School District

"Access to information is not just an issue of quality of life, it is an issue of equity. By proactively embracing universal design principles, Pacific Bell can enhance opportunities for all. Sidestepping these principles creates barriers and promotes discrimination. Children with disabilities will either flourish in a more accessible environment, or have to fight for access to information."



### **Rudy Samora**

Executive Director, Fiesta Educativa, Inc.

"Being able to communicate one's thoughts, feelings and emotions with other people is paramount to our human existence. Adopting universal design principles will provide telecommunications opportunities to all people with disabilities, people from all walks of life, including those with different cultures, languages and races."

## Quotes from AGPD Members

**Marc Sutton**

Access Product Manager, Berkeley  
Systems, Inc.

"A revolution in information dissemination is upon us, and with it a challenge: how to provide equal access to that information for all people, including people with disabilities, throughout the world. In a sense, Pacific Bell can become a leader in meeting this challenge."



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59

**Joseph Wichmann-Heil**

West County Service Team Coordinator,  
Sonoma County Office of Education

"Children with disabilities are increasingly included in their home, schools and communities. We need to take steps to make sure that, as they grow, they grow into a barrier-free world that allows them to experience themselves as able.

Telecommunications and information access, starting with design considerations now, ensures the possibility of full participation for future generations."



Inc.

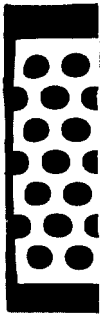
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**Joe Buckley**, Director, Market Intelligence  
**Keith Cambron**, Director, Consumer Broadband Systems Engineering  
**Lee G. Camp**, President and CEO, Pacific Bell Information Services  
**Bonnie Clark**, Director, Billing Group  
**Tim Cleere**, Director, Operator Services  
**Steven Cristol**, Assistant Vice President, Marketing Communications  
**Mike Cutler**, Director, Personal Communications Services, Pacific Telesis  
**Juliana Cyril**, Information Specialist, Disability Statistics Program, UCSF  
**Keith Epstein**, Vice President, External Affairs, Pacific Bell Information Services  
**Elizabeth Fetter**, Vice President, Industry Markets  
**Michael Fitzpatrick**, Executive Vice President, Marketing and Sales  
**Lois Flamm**, Director, Human Factors Engineering Group  
**Austene Hall**, Product Manager, Educational Business Unit  
**Steve Harris**, Vice President Broadband Services, Pacific Bell Information Services  
**Gary Heil**, Marketing Manager  
**Bob Johnson**, Manager, Product Opportunity Development  
**Martin A. Kaplan**, Executive Vice President, Quality, Reengineering, & Technology  
**Larry Kunke**, Executive Director, Products and Marketing Planning  
**Jay LaVergne**, Project Manager, Voice Dialing<sup>™</sup>  
**Robert Lee**, Executive Vice President, Regional Markets Group  
**Hal Logan**, Vice President, Business Development, Pacific Bell Information Services  
**Richard W. Odgers**, Executive Vice President & General Counsel, Pacific Telesis  
**Patricia Parker**, Instructor, Pacific Bell Technical Education Institute  
**Scott Peavler**, Director, Marketing Research Services  
**JoAnne Penrith**, Executive Director, Channels and Services  
**Mark Pitchford**, Senior Manager, Consumer Products and Services  
**Charnee Smit**, Manager, Product Opportunity Development  
**Jim Tobias**, Project Director, Bellcore  
**Diana Whitehead**, Area Vice President, Bay Marketing



• 60 •

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